DOCUMENT RESUME

ED 289 208 CS 505 832

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TITLE Persuasion: A Selected, Annotated Bibliography.
INSTITUTION ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.; Speech Communication Association, Annandale, Va.
SPONS AGENCY Office of Educational Research and Improvement (ED), Washington, DC.
PUB DATE Aug 85
NOTE 5p.; Small print.
PUB TYPE Reference Materials - Bibliographies (131) -- Information Analyses - ERIC Information Analysis Products (071)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Advertising; Annotated Bibliographies; Attitude Change; Communication Research; Elementary Secondary Education; Higher Education; *Interpersonal Communication; *Mass Media Effects; *Persuasive Discourse; *Public Speaking; Research Methodology; Rhetoric; Speech Communication; Television Research; Theory Practice Relationship

ABSTRACT

Designed to reflect the diversity of approaches to persuasion, this annotated bibliography cites materials selected for their contribution to that diversity as well as for being relatively current and/or especially significant representatives of particular approaches. The bibliography starts with a list of 17 general textbooks on approaches to persuasion. The 19 research references that follow were selected to represent the variety of approaches used and contexts investigated for persuasive effects, including interpersonal studies, public studies, and mass contexts. (SKC)

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PERSUASION

A Selected, Annotated Bibliography

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August 1985

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This selected bibliography was designed to reflect the diversity of approaches to persuasion. The particular items were selected for both their contribution to that diversity as well as for being relatively current and/or especially significant representatives of particular approaches. The bibliography starts with a list of general textbooks and approaches to persuasion. The research articles that follow were chosen to represent the variety of approaches used and contexts investigated for persuasive effects. The areas include interpersonal (or face to face studies), public (or one-to-many studies), and mass (mediated) contexts. Articles and texts representing those areas are often found in separate literatures without much overlap.

GENERAL SOURCES:

Ajzen, Icek & Fishbein, Martin. Understanding Attitudes and Predicting Social Behaviors. Englewood Cliffs, New Jersey: Prentice Hall, Inc., 1980. Presentation of their theory of persuasion containing behavioral intentions, subjective and personal norms as predictors of social behavioral change. Contains chapters showing the practical application of the theory to weight loss, consumer and political behavior, addiction, and family planning.

Alwit, Linda F. & Mitchell, Andrew A. (eds.) Psychological Processes and Advertising Effects: Theory Research, and Applications. Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc., 1985. A collection of research articles on consumer behavior emphasizing affective and psychological processes along with articles on involvement and traditional persuasion topics such as repetition, opinion decay and recall.

Atkin, Charles K. "Effects of Television Advertising on Children: Teaching, Violence, and Selling." In Edward Palmer & Aimee Dorr (eds.), Children and the Faces of Television. New York: Academic Press, 1980. An overview of empirical research on advertising effects on children. Includes a brief review of major theoretical perspectives, reviews impacts of advertising, and explores side-effects of advertising such as conflict and unhappiness. For a dated, but broader discussion of advertising and children, see Ward, Scott, Wackman, Daniel B., & Wartella, Ellen. How Children Learn to Buy. Beverly Hills: Sage Publications, 1977.

Bettinghaus, Erwin P. Persuasive Communication. 3rd ed. New York: Holt, Rhinehart & Winston, 1980. Overview of social science research conclusions regarding persuasion determinants and effects emphasizing research from the 1960's and early 1970's.

Bostrom, Robert N. Persuasion. Englewood Cliffs, New Jersey: Prentice Hall, Inc., 1983. A broad-based textbook outlining research and theories of persuasion from speech communication and social psychological literature, with chapters on small group, negotiation, and organizational contexts for persuasion. Includes a discussion of Bostrom's modifications of congruity theory.

Eagly, Alice H. & Chaiken, Shelly. "Cognitive Theories of Persuasion." Advances in Experimental Social Psychology, Vol. 17, 1984, 267-359. Reviews major cognitive theories of persuasion from McGuire on. Focuses on theories from social psychology and excludes research from sociology and speech communication.

Ehninger, Douglas. Influence, Belief, and Argument: An Introduction to Responsible Persuasion. Glenview, Illinois: Scott, Foresman and Company, 1974. A clear, easy to understand introduction to argument designed for undergraduate students. Contains lots of examples and appendices with specimen arguments from published sources.

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Kassarijian, Harold H. "Consumer Psychology" Annual Review of Psychology, 33, 619-49, 1982. This is a three-part review of approaches to marketing. Molecular physiological through cognitive approaches (including information processing and attribution theory) to molar examinations of consumer socialization and social policy issues are examined.

Kaid, Linda L. "Political Advertising." In Dan D. Nimmo & Keith R. Sanders (eds), Handbook of Political Communication. Beverly Hills: Sage Publications, 1981, 249-271. Relatively brief overview of research into political advertising. Examines theoretical formulations, and discusses the role of source, message, channel and receivers in the process. Also examines research on effects, cognitive, affective, and behavioral.

McGuire, William J. "The Nature of Attitudes and Attitude Change." In G. Lindzey & E. Aronson (eds)., The Handbook of Social Psychology, Vol. 3, 2nd ed.. Reading, Mass.: Addison-Wesley, 1969, 136-314. A classic conceptualization of attitude change and discussion of known determinants of attitude formation and change.

McGuire, William J. "Attitudes and Attitude Change." In G. Lindzey & E. Aronson (eds.), The Handbook of Social Psychology, Vol.II (3rd ed.). New York: Random House, 1985. An updated version of the 1969 classic. Contains a history of attitude change research, significant conceptualizations of attitudes, and reviews major current theories and determinants and outcomes of change.

Miller, Gerald R., Burgoon, Michael, & Burgoon, Judee K. "The Functions of Human Communication in Changing Attitudes and Gaining Compliance." In Carrol C. Arnold & John Waite Bowers (eds.), Handbook of Rhetorical and Communication Theory. Boston: Allyn and Bacon, Inc., 1984, 400-474. A strictly communication approach to persuasion outlining approaches from Aristotle to current social scientific approaches. Extensive discussion is given to attitudes, their conception and measurement. Overviews learning theory, cognitive consistency theory, and function theory approaches to persuasion. Suggestions are given for reconceptualizing persuasion for interpersonal, reciprocal influence situations.

Roloff, Michael E. & Miller, Gerald R. (eds.), Persuasion: New Directions in Theory and Research. Beverly Hills, California: Sage Publications, 1980. A collection of theoretical articles demonstrating the breadth of persuasion research foci within mass communication and interpersonal areas.

Reardon, Kathleen Kelly. Persuasion Theory and Context. Beverly Hills, California: Sage Publications, 1981. An outline of persuasive processes from a constructivist and rules perspective.

Simons, Herbert W. Persuasion: Understanding, Practice, and Analysis. Reading, Massachusetts: Addison-Wesley Publishing Co., 1976. A clear undergraduate text that reviews theory and research using that as a basis for giving specific recommendations for the practicing persuader.

Smith, Mary John. Persuasion and Human Action: A Review and Critique of Social Influence Theories. Belmont, California: Wadsworth, Inc., 1982. An advanced textbook which reinterprets persuasion theories and research findings from a rules and action orientation.

Zimbardo, Philip G., Ebbesen, Ebbe B., and Maslach, Christina. Influencing Attitudes and Changing Behavior (2nd edition), Reading, Massachusetts: Addison-Wesley Publishing Company, 1977. A textbook review of social psychological research and methods for exploring persuasion. Contains application of theoretical knowledge to areas such as "Moonie" conversions and the Patty Hearst kidnapping. Contains a chapter on ethics of persuasion.

SPECIFIC RESEARCH ARTICLES

Applegate, James L. "The Impact of Construct System Development on Communication and Impression Formation in Persuasive Contexts." Communication Monographs, 49, 1982, 277-289. Increases in cognitive complexity and construct system abstractness were related to the use of greater number of persuasion strategies, more listener adaptive strategies, and formation of complex and abstract impressions of interaction partners. ERIC EJ 272 373.

Atkin, Charles, Hocking, John, & Block, Martin. "Teenage Drinking: Does Advertising Make a Difference?" Journal of Communication, 34, 2, 1984, 157-167. Surveys research analysis of the influence of exposure to print and broadcast media advertising and peer and parental influence on self-reported

drinking. ERIC EJ 301 232. For an example of an experimental approach to related advertising effects, see Atkin, Charles K., Neuendorf, Kimberly, & McDermott, Steven, "The Role of Alcohol Advertising in Excessive and Hazardous Drinking." Journal of Drug Education, 13, 4, 1983, 313-325. ERIC EJ 296 482.

Boster, Franklin J. and Stiff, James B. "Compliance-gaining Message Selection Behavior." Human Communication Research, 10, 4., 1984. Example of interpersonal compliance gaining research with review of past experimental studies. Focuses on perception of equity, fairness and perceived benefit as predictors of strategy selection.

Bradac, James J., Sandell, Karin L. & Wenner, Lawrence A. "The Phenomenology of Evidence: Information-Source Utility in Decision Making." Communication Quarterly, 27, 4, 1979, 35-53. Students generated decisions situations, and identified information and sources they would use in making decisions. From this, three situations were selected and students asked to Q-sort information and source characteristics in terms of utility. This analysis resulted in identifying certain decision-making types of persons.

Bradac, James, Bowers, John Waite, & Courtwright, John. "Three Language Variables in Communication Research: Intensity, Immediacy, and Diversity." Human Communication Research, 5, 3, 1979, 257-269. Review and research into three important language variables as they operate in communication interaction. A theoretical outline is suggested and specific propositions about language are deduced. ERIC EJ 215 828.

Burgoon, Michael, Dillard, James P., and Doran, Noel E. "Friendly or Unfriendly Persuasion: The Effects of Violations of Expectations by Males and Females." Human Communication Research, 10, 2, 1983, 284-294. Utilizing expectancy theory, the authors predicted and found an interaction between biological sex and androgynous sex role and effectiveness of compliance message strategies. It was found that males are expected to use more aggressive strategies and when they do not conform to this expectation, attitude change is inhibited. Conversely, females are not expected to use aggressive strategies, and when they use anti-social and/or aggressive strategies, attitude change is also inhibited.

Cronkhite, G. & Liska, J. "Judgment of Communicant Acceptability." In M. E. Roloff & G. R. Miller (eds), Persuasion: New Directions in Theory and Research. Beverly Hills: Sage Publications, Inc., 1980, 101-139. A critique of previous research and conceptualizations of the credibility construct and its relation to persuasive processes. Argument is given for considering goals and situational aspects of communication for determining the attributed and observed criteria for source effectiveness.

Delia, Jesse G., Kline, Susan, and Burleson, Brant R. "The Development of Persuasive Communication Strategies in Kindergarteners Through Twelfth-Graders." Communication Monographs, 46, 1979, 241-256. A study of the use of interpersonal constructs employed in person perception among children and their relationship to the selection of persuasive strategies. Quality of persuasion messages was related to differentiated development in early childhood and abstractness in later childhood. ERIC EJ 221 250.

Dillard, James P., Hunter, John E. & Burgoon, Michael. "Sequential-Request Persuasive Strategies: Meta-analysis of Foot-in-the-Door and Door-in-the-Face." Human Communication Research, 10, 4, 461-488, 1984. A meta-analysis found that both foot-in-the-door and door-in-the-face effects are small, but that door-in-the face is most operative when there is a brief delay between the first and second requests while foot-in-the door has greater effect when the delay between requests is larger. Results were discussed in terms of self-perception theory.

Fink, Edward L., Kaplowitz, Stan A., and Bauer, Connie L. "Positional Discrepancy, Psychological Discrepancy, and Attitude Change: Experimental Tests of Some Mathematical Models." Communication Monographs, 50, 4, 413-430, 1983. This research tests a mathematical model which accounts for attitude change by multiple messages and psychological and positional discrepancy with one without discrepancy. Better support was found for a psychological discrepancy over a linear balance model without discrepancy.

Gouran, Dennis S. "The Suasory Functions of Communication in the Process of Group Decision-Making: Necessity and Paradox." Paper presented at the Annual Meeting of the Speech Communication Association, Washington, D.C., 1983. Five situations are identified for when it may be necessary for suasory influence to operate in keeping a group functioning analytically. ERIC ED 238 068.

Mattes, John & Cantor, Joanne. "Enhancing Responses to Television Advertisements via the Transfer of Residual Arousal from Prior Programming." Journal of Broadcasting,26, 2, 1982, 553-566. A study supporting the theory of excitation transfer. Results indicated that responses to TV commercials are enhanced by residual arousal from preceding programs. Three different time phases were identified as crucial to the transfer effect.

Putnam, Linda L., Geist, Patricia. "Argument in Bargaining: An Analysis of the Reasoning Process." Paper presented at the Annual Meeting of the International Communication Association, San Francisco, May 1984. An exploration of the types of claims and reasoning used in bargaining. Analyses identified the most frequently used claims and types of reasoning, along with the types of claims that were more complete. Proposals changed through type shifting and qualification but not by adding more information. ERIC ED 246 517.

Saltiel, John, & Woelfel, Joseph. "Inertia in Cognitive Processes: Role of Accumulated Information in Attitude Change." Human Communication Research, 1, 4, 1975, 333-344. Presentation of a theoretical, analogical theory from physics with test of their theory of attitude change which hypothesizes that change is a function of amount of attitude-pertinent information received. Theory and tests argue that quantity of information received is as important as message quality or the source. "

Smith, Mary John. "Contingency Rules Theory, Context, and Compliance Behaviors." Human Communication Research, 10, 4, 489-512, 1984. Application of contingency rules theory to the effects of compliance-gaining messages. Self-identity, image-maintenance, environmental, interpersonal and social normative rules were differentially effective in contexts classified on intimacy, androgyny, and sex role continuums.

Stacks, Don W. & Burgoon, Judee K. "The Role of Nonverbal Behaviors as Distractors in Resistance to Persuasion in Interpersonal Contexts." The Central States Speech Journal, 32, 2, 1981, 61-73. An experiment examining physical attractiveness and physical conversational distance--as potential distractors--on persuasibility in dyads. Both independent variables were mild distractors. Physically attractive distractors were perceived as credible but there was not a significant effect on attitudes. ERIC EJ 253 607.

Stutman, Randall K. & Newell, Sara E. "Beliefs versus Values: Salient Beliefs in Designing a Persuasive Message." The Western Journal of Speech Communication, 48, 4, 1984, 362-372. Using Fishbein and Ajzen's theory of reasoned action, a preliminary examination was given to the effects of four different types of messages directed to changing beliefs: reinforcement, introduction, attack, and evaluation of beliefs. Effects for all types were evident. Authors argue that persuasion messages directed to changing values may be less effective than those directed to specific beliefs. ERIC EJ 308 133.

Tracey, Karen, Craig, Robert T., Smith, Martin, & Spisak, Frances. "The Discourse of Requests: Assessment of a Compliance Gaining Approach." Human Communication Research, 10, 4, 1984, 513-538. Results indicated a significant interaction between compliance situations and student generated compliance strategies such that use of strategies depended on the status and familiarity of the requestee and on the size of the request. Exploratory analysis suggested that future research would benefit by concern with the legitimacy of the requests, the hearer's willingness to perform the requested act, and the concern people have about presenting a positive image.

Wartella, Ellen. "Cognitive and Affective Factors of TV Advertising's Influence on Children." The Western Journal of Speech Communication, 48, 2, 1984, 171-183. Review of the persuasive impact of television commercials--with a focus on children--demonstrating researchers' preoccupation with understanding and cognitive defenses as intervening variables influencing behavioral outcomes. Argument is given for a cognitive research bias with suggested improvements for a new model of persuasion based on affective mediators of effects. ERIC EJ 297 890.

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